

## Initial Information Data Sheet

### Inventor Information

Inventor One Given Name:: Chris  
Family Name:: ROEBUCK  
Postal Address Line One:: 15 Lower Sherbourne  
Postal Address Line Two:: Suite 2006  
City:: Toronto  
State or Province:: Ontario  
Postal or Zip Code: M5A 2P4  
Citizenship Country:: Canada

### Correspondence Information

Name Line One:: Stephen M. Beney  
Name Line Two:: Bereskin & Parr  
Address Line One:: Box 401  
Address Line Two:: 40 King Street West  
City:: Toronto  
State or Province:: ONT  
Country:: Canada  
Postal or Zip Code:: M5H 3Y2  
Telephone One:: (416)957-1697  
Telephone Two:: (416)364-7311  
Fax:: (416)361-1398  
Electronic mail:: sbeney@bereskinparr.com

### Application Information

Title Line One:: A METHOD OF DISTRIBUTING A PRODUCT,  
Title Line Two:: PROVIDING INCENTIVE TO A CONSUMER,  
Title Line Three:: AND COLLECTING DATA ON THE ACTIVITIES  
Title Line Four: OF A CONSUMER  
Total Drawing Sheets:: 5  
Formal Drawings?: YES  
Application Type:: UTILITY  
Docket Number:: 11869-3

### Representative Information

Representative Customer Number:: 001059

## Continuity Information

This application is a::  
> Application One::  
Filing Date::

Non-Provisional of a Provisional  
60/222,327  
August 1, 2000

60/222,327